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JUN 21 1962



ALBERTA MADE
PRODUCTS



Alberta INDUSTRIAL NEWSLETTER

- NEW PLASTIC STRIPS
- FOUNDRY COATINGS
- ALBERTA MARKETING BOARD
- ANTI - CORROSIVE LINING

DEPARTMENT OF INDUSTRY AND DEVELOPMENT / Hon. A. R. PATRICK, Minister
INDUSTRIAL DEVELOPMENT BRANCH / R. MARTLAND, Director

VOL. 6 No. 2

EDMONTON, ALBERTA, CANADA

MAY, 1962

CONTINUOUS PLASTIC FOAM BY EXTRUSION SYSTEM

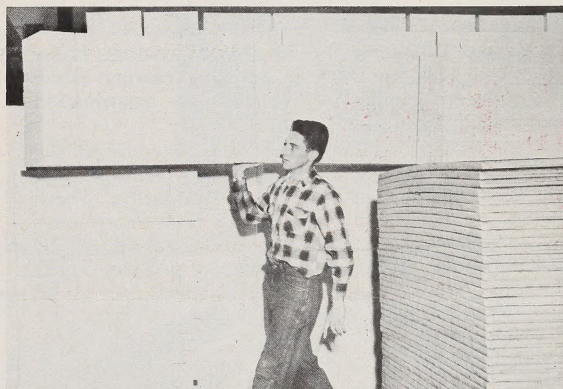
DYFOAM plastic insulation board which can be produced in any required length is being manufactured at Dymer Plastics Ltd., Edmonton.

The wholly Alberta owned company established in 1959 is one of very few in North America equipped to manufacture plastic foam board in a continuous extrusion process. The giant hopper fed machine, built to company specifications at Edmonton, is capable of producing 150,000 board feet of Dyfoam per day. Partially treated expandable polystyrene in bead form is fed into the machine where expansion is completed. The tiny plastic cells are bonded by steam and extruded to any length in the standard width and thickness of 25 by 13 inches. The continuous flow of rigid plastic board is cut to specified length and thickness by pre-set red hot wires

Dymer Plastics Ltd. has recently added another company designed machine specially built to produce circular pipe covering from blocks of Dyfoam. The machine consists of two hot wires mounted on an adjustable axis rod which simultaneously cuts the outer edge and the interior of a half circle.

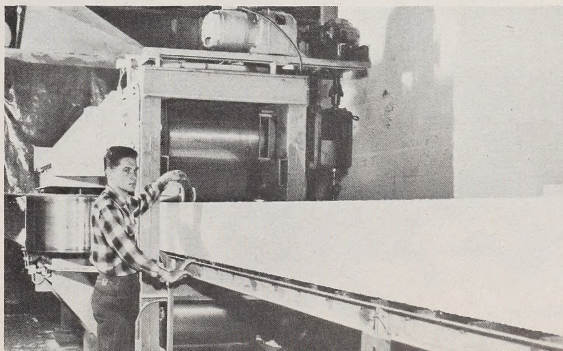
Easily applied and light in weight, an asphalt impregnated paper covered version of Dyfoam also is being produced for use as roofing insulation. Requiring no vapor barrier and completely waterproof, the roof panels are laid onto the surface and covered with asphalt.

A staff of ten with an annual \$60,000 payroll operate the largely automated plant. Distribution is through building supply wholesalers across Canada. Annual gross exceeds \$500,000.



The very light weight of the product is illustrated as a company employee moves a bundle of panels.

The Dyfoam producing machine extrudes the finished product in a continuous block after it has been steam expanded and bonded.



NEW EQUIPMENT ADDS FOUNDRY QUALITY CONTROL

ONE of western Canada's major steel foundries, Foothills Steel Foundry and Iron Works Ltd. has added new \$30,000 sand return equipment and other modernizing machinery to the company plant at Calgary.

The new equipment, which permits repeated use of casting sand by a cleaning and gathering process, promotes better quality control. This, and other modern equipment, makes the Calgary firm one of the most modern in Canada.

First established in 1947, Foothills Steel Foundry and Iron Works Ltd. is entirely Alberta owned. The 190 by 90 foot precast concrete plant building is situated in southeast Calgary. Building and equipment are valued at more than \$300,000.

Recently installed equipment includes tote boxes for lift truck handling of prepared scrap. This material is fed into the large electric arc furnaces in 4000-pound loads. Heavily charged electrodes inserted into the top of the furnace reduce the steel scrap and the ore additives to a liquid state in approximately two hours at temperatures of 3000 degrees Fahrenheit.

Reduction of handling costs with greater quality control is maintained by use of new rollover moulding machines, shell cores and automatic temperature controls on the annealing furnaces through which the castings pass.

A new Wheelabrator Tumblast provides faster and better cleaning for the finished casting while an advanced method of ultra-sonic examination pin-points internal flaws.

The Calgary company has also introduced the use of plastic moulds for some types of repetition patterns, thereby ensuring exact similarity. These patterns or one of the thousands of wooden ones stocked in the pattern storage building are one of the most important phases of the foundry process. These

In the pattern shop two designers put the finishing touches to a wooden die which will serve as a mould for casting sand.



patterns, pressed into the special high silica content sand, form a mould into which molten steel is poured.

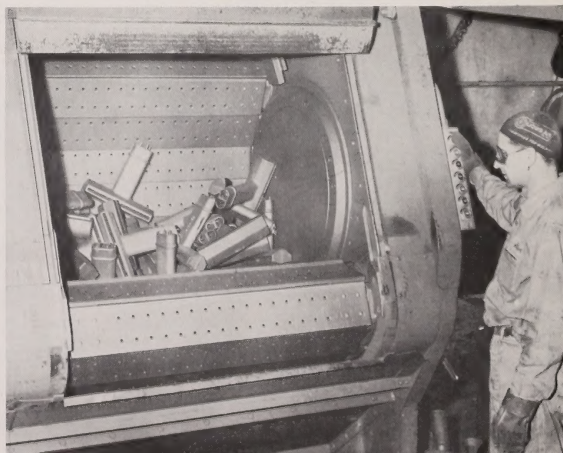
Among the products manufactured at Foothills Steel Foundry and Iron Works Ltd. are construction equipment replacement parts, track vehicle grouser bars, oil refinery equipment, headers and castings for various industrial, mining and agricultural applications. The type of steel manufactured and carefully checked by the company metallurgist varies from the type used in track grouser bars to highly polished stainless steel components used in refinery installations.

Recently the company has developed a method for producing replacement sprocket rims for crawler tractors. The highly accurate castings were perfected after a four year testing program which included the development of a suitable alloy.

The Alberta plant is equipped to handle all types of casting requirements and in the past has produced parts varying in size from a few ounces to one and a half ton machinery parts.

The firm maintains a plant staff of 45 and an office staff of ten. Annual payroll is \$200,000. Gross sales for the past year were in excess of \$600,000.

A workman is shown inspecting a load of castings in the new Tumblast machine where they will be rough finished by a combination of rolling movement and sand blasting.



ANTI-CORROSIVE PIPE LINING APPLIED HERE

THE application of corrosion resistant baked-on plastic coating for pipe interior is being provided for the oil industry in western Canada by Tube-Kote Inc. at Edmonton. Tests have shown the process multiplies pipe life two to three times.

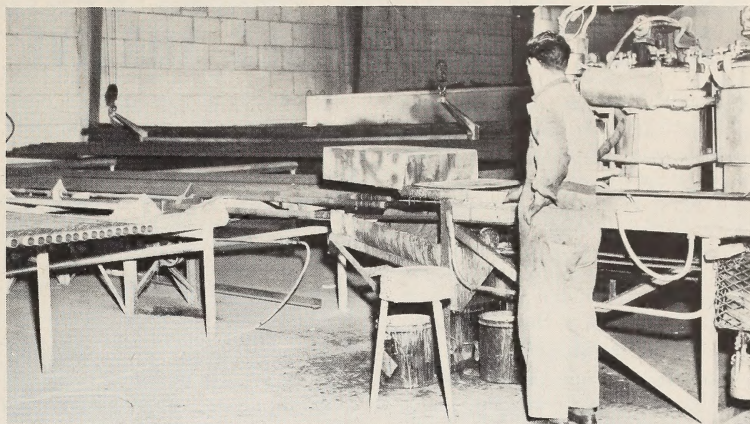
Established in Canada in 1960 the firm is a wholly-owned subsidiary of Tuboscope Co., well known United States testers. The company has a \$325,000 investment in its specialized equipment, and its 180 x 90 foot steel building on an 8½ acre site.

The inner surface of new or used pipe is prepared for coating by a combination of heat and flint sand blast etching. The company patented plastic spray is applied by a track-mounted lance tipped by a 360 degree spray nozzle which travels the length of the interior of the stationary pipe. After each application or "mil," the pipe is cured in a baking oven. On the average, six or seven applications are required for a finished job.

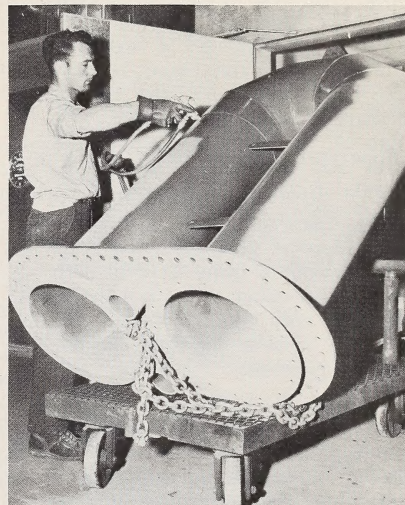
Application control is carefully proven by an electrically charged testing lance which, in the final pass through the pipe, pin points any flaws in the non-conductive interior coating.

The plant is capable of processing 10,000 feet of pipe per day. Other industrial items are done by hand spray prior to undergoing the standard oven curing process.

Tube-Kote Inc. employs 25 staff members, and has an annual payroll of \$135,000. Plans for the future include the expansion of the protective plastic seal coating to foodstuff transporters and tank car interiors. A mobile unit capable of applying on-site air dry sealant to oil equipment is also in operation.

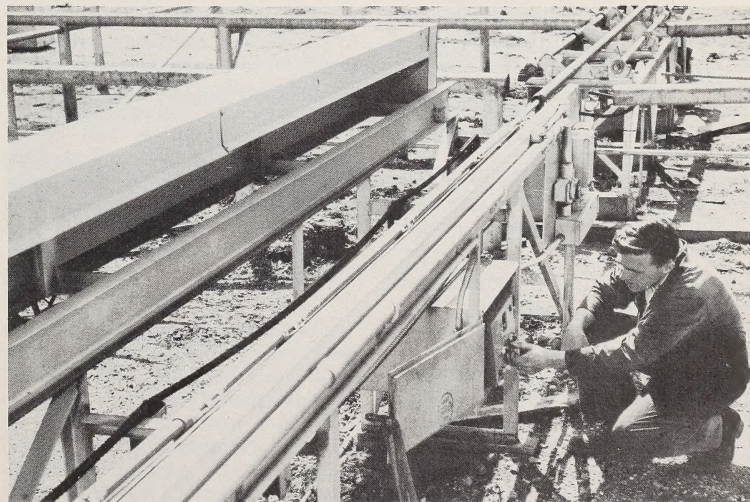


In the above photo a pipe is being given the interior plastic coating. The pipe remains stationary while the spraying lance moves through it spraying a 360 degree coating.



A rust-proof outer coating is being applied to a pipe joint after the interior has been plastic coated.

On this machine, the finished pipe is tested by an electrically charged testing lance which pin points any faults.



MARKETING BOARD ASSISTING ALBERTA BUSINESSES SURVIVE

WITHOUT fuss or fanfare, the Alberta Government through its Provincial Marketing Board, has been assisting the survival and growth of financially troubled Alberta manufacturing firms at the rate of more than a million dollars a year. With the continuing growth of industry, both large and small, there is indication that this assistance will expand.

Such help is not given freely or on the basis of sympathy. Each application is given a hard-eyed inspection, and is considered only after the applicant has exhausted every normal channel of financing and help. The three-man Marketing Board, a branch of the Alberta Department of Industry and Development, is not in competition with any independent and commercial financing organization.

The firm seeking help gets no carte-blanche financial nest egg from which to draw. It gets help only in provision of basic material and this only when it is still sufficiently solvent to share in the volume purchase.

In brief, the Board buys the raw material in large quantities, and resells it to the client firm as required for immediate manufacturing. This enables the company to benefit from the Board's buying policies by purchasing its day-to-day requirements at the same price as has been paid by the government board buying on a mass quantity basis. The firm is thus able to take advantage of savings effected on transportation, and various class cash discounts, as well as the opportunity to purchase seasonally cheaper goods during "off-season" periods.

A charge of $\frac{1}{2}$ of 1% interest per month is made, in addition to a 2% brokerage charge on each withdrawal of the inventory. But the interest is charged only on the balance left in inventory, and the records show that on all inventories handled to date the average effective rate of interest works out to a total of 5.99%.

The board retains actual ownership of the commodity, and in addition secures a deposit of 25% from the client company, reducing the risk of loss. Since its formation in 1939, the Board has extended assistance to the value of \$12,400,000, while loss through bad debts on industrial agreements has been only .00113%. On the other hand, net profits from operations to date total \$313,140.49. From 1955 to 1961, the total value of contracts were in excess of \$8,000,000 and 129 companies received assistance. Almost all these are now established, successful industries, providing employment and contributing to the economy of their area, and the province as a whole.

Decision to participate in continuing the applicant company's efforts to survive are not made lightly. A careful investigation of the physical mechanical assets of the firm are made, studies of the firm's record of performance and sales, an evaluation and projection of future markets are considered, as are such intangibles as personnel of the company and the status of the commodity.

The assistance of the Board is not restricted to "small businesses" as such. From time to time, industries employing large staffs and having a large volume of business, have found it necessary to apply to the Board for temporary assistance in purchasing supplies of raw materials to maintain their operations. In some cases a company has been able to receive financial assistance relative to buildings and equipment through the federal Industrial Development Bank or other financial institution, then has made application to the Provincial Marketing Board for assistance in obtaining raw materials to commence or expand its operations.

The range of the Board's industrial concern may be indicated by contrasting examples. It purchased in bulk quantity containers for an Edmonton man who developed an adhesive formula but who lacked production capital. He subsequently marketed his product as

far away as the United States and Jamaica. The Board has also provided assistance in the purchase of raw material for a large machinery manufacturing plant, having a yearly turnover of close to \$2,000,000. No industry, large or small, is restricted from aid, providing it meets the qualifications as set out by the Board.

In addition to material or financial aid, the Board provides another, and possibly equally important, service in an advisory capacity. The Board's knowledge of markets, sources of supply, patents, sales and promotion methods, industrial employment conditions, is at the disposal of Alberta industry at all times. The Board has also been able to introduce Albertans to the services offered by other Government departments such as the Research Council of Alberta and the Department of Agriculture.

The list of now-thriving industries in Alberta which have received assistance in one form or another from the Provincial Marketing Board covers a wide range of products including furnace manufacturing, brick and cement blocks, cathodic prevention service, adhesives, electric plating, crude oil products, and plastic and rock wool insulation.

The functions of the Provincial Marketing Board are not, however, restricted to aids to industry. The Chairman of the Board, John Fleming, is also chairman of the "Buy Alberta" committee, a body whose chief aim is that of encouraging the sale of Alberta products. Various forms of advertising, including personal contact, are employed in this, and no effort is spared to make sure that inquiries from other parts of Canada and from other countries result in the most interesting and inviting information being provided. In this respect also the Marketing Board is able to introduce client companies to the availability of Alberta made products for use in their operations.

Alberta's Provincial Marketing Board was the first of its kind in Canada. Although there does not appear to be another province with as extensive an operation, the trend is, as in other governing bodies, to provide legislation of a similar nature to assist business and industry. ●

Market, Sales Outlets Sought By Foreign Firms

The following list of Italian companies seeking outlets in Alberta has been submitted by the Italian Trade Commissioner, 640 West Hastings St., Vancouver 2, B.C. Replies may be directed to the Commissioner or to the firm direct.

Borghini Mercantile
Via Mesopotamia, 27
ROMA, Italy

Deodorant-spray

KIP Apparecchiature Brevettate
Piazza Sallustio, 9
ROMA, Italy

Polystyrene tooth-brush containers

Ind. Casearia F.lli Pinna
THIESI (Sassari) Italy

Cheese

"Saivo"
Via R. Giuliani, 360
FIRENZE, Italy

Glass Mosaic

F.lli Pasetti
Via Rismondo, 62
PAVIA, Italy

Cheese

Marinozzi Elio
MONTEGIORGIO
(Marche) Italy

Straw Bags and Hats

"Mercury" S.n.c.
Via Caffaro, 2
GENOVA, Italy

Blackboards for schools. Slate.

Soc. Ital. "I.C.O." S.p.A.
Via A. Costa, 160
BOLOGNA, Italy

Syringes, Hypodermic Needles, Thermometers

Codel, s.r.l.
Piazzetta Pattari 7
MILANO, Italy

Shoes and Knitwear

G. Bovecchi & Figli
PIETRASANTA (Lucca) Italy

Marble

Distillerie Lanfranconi
Viale Palmanova 185
MILANO, Italy

Extracts and essences

Imexpra
Via Martiri del Popolo, 27
FIRENZE, Italy

Shoes, Knitwear, Straw articles

FRAMA
Casella Postale 90
ANCONA, Italy

Musical toys

J. Robinson
Via Trionfale 6415
ROMA, Italy

Granite and Marble Tiles

Universal Accordion Factory
CASTELFIDARDO, Italy

Accordions

Merioplastica S.p.A.
Via Ottaviano a S. Giovanni a
Teduccio, 133
NAPOLI, Italy

PVC Pipes

Laboratorio
Farmaco-Biologico Soave
Via Villa della Regina, 13 bis.
TORINO, Italy

Pharmaceuticals

F.lli Gentili
Via della Pace, 222
MACERATE, Italy

Men's and Women's Shoes— Knitwear

F.lli Sturlese
Piazza Bonomelli, 4
MILANO, Italy

Nylon Stockings

C. G. Turin
P.O. Box 94
VICENZA, Italy

Goldstone

Muranite
San Marco 2597
VENEZIA, Italy

Glass Mosaic

The following Italian firms seeking Canadian merchandise have been submitted by the Italian Trade Commissioner, with address as above. Replies may be directed to the Commissioner or to the firm direct.

"C.A.I.L."
Scandiane
REGGIO EMILIA, Italy
Soft Wood

Banca Anonima di
Credito
TORINO, Italy
Steel Fishing Rods

French firms having expressed their interest in marketing their products in Canada, which are looking for importers or representatives.

** This sign means that catalogues and leaflets may be consulted at the office of the French Trade Commissioner, 185 Bay Street, Toronto, Ontario.*

*C. Pallier
15 rue de Strasbourg
NANTES (Loire-Atlantique),
France

Frozen food products, cheese, etc.

*La Coupe de France
24 Chemin du Rouet
MARSEILLE 6e (B.-du-Rh.)
France

Women's ready-to-wear.

*Société HEMA,
40 rue Paul Borrossi
QUIMPER (Finistère), France

Equipment for the food industry.

*Mouse et Frères
77 Boulevard Voltaire
PARIS (XIe), France

Small gardening tools and equipment.

*Castaing Fils
8 rue Hanapoier
CAUDERAN-BORDEAUX
(Gironde), France

Pulverizers, agricultural equipment.

Ets. Jual
11 rue de la Louchière
MORTEAU (Doubs), France
Watches

*Ets. Barbaro
4 rue de la République
LYON (Rhône), France
Rhodia and tergal net.

*Le Connecteur Fauris,
81 rue d'Inkermann,
LYON (Rhône), France
Electrical connectors.

Textiles Brun Pons d'Allex
25 Quai J.-J. Rousseau
LA MULATIERE (Rhône), France
"Ski-Elastique" nylon yard.

*Ets. Gizard Frères
5 rue Cabous
BAGNERES-DE-BIGORRE
(Hautes-Pyrénées), France
Knitwear.

Société SODITEX
DIEULEFIT (Drôme), France
Tergal net for curtains.

*Pascoua et Cie
97 rue Eugène Olibet
TALENCE (Gironde), France
Babies' and children's shoes.

*Manufacture de Machines du
Haut-Rhin
D. P. No. 377,
MULHOUSE-BOURTZWILLER
(Haut-Rhin), France
Machinery for the food industry.

Laboratoires Minerva
10 rue Bayard
TOULOUSE (Haute-Garonne),
France

Veterinary products.

Ets. Robert Verchère
32 rue J.-J. Rousseau
B. P. No. 42,
OYONNAX (Ain), France
Sunglasses

*Ets. Vermot-Gaud & Cie
MORTEAU (Doubs), France
Stainless steel and aluminium
cutlery.

*Sté Intervox
12 Avenue du Général de Gaulle,
VINCENNES (Seine), France
Equipment for intercommunica-
tion, signalling, etc.

Paul Nicod
8 rue Nicod
OYONNAX (Ain), France
Combs, curlers, etc.

*Albert Hervé
104 Cours Gambetta
CENON (Gironde), France
Shoes for men, and children.

Sté Baras
2 Avenue d'Ossau
PAU (Basses-Pyrénées), France
Shoes.

*Ets. Jean Barbé
rue Calvin
NERAC (L.-&-G.), France
Children's shoes.

Charles Fiastré & Cie
3 rue Bossuet
MARSEILLE 6e (B.-du-Rh.),
France

Religious articles; candles.

Jules-Aimé Bondet & Cie
29 rue J.-J. Rousseau
B.P., No. 116, OYONNAX (Ain),
France

Plastic articles (flowers and
kitchenware).

Forges et Aciéries de Commercey
2 rue de Choiseul
PARIS (2e), France

Soldering equipment.

The following firms have indicated an interest in establishing business contacts in Alberta. Letters are on file with the Industrial Development Director, Department of Industry and Development, Edmonton, Alta.

Matzen and Timm,
Hamburg 1,
Monckebergerstr. 10
Barkhof HS B

Distribution of European Hard-
ware, Tools and Implements in
Canada.

Jones Joseph Bros.
Sialkot City,
Pakistan

Seeks agents for their manu-
factures of Sports Goods of all
types including balls, bats,
racquets; Musical Instruments
including drums, flutes, cornets,
etc.

Impex Merchandising
P.O. Box 2388
Vancouver 3, B.C.

Seeks manufacturers agent or
distributor for Virbee cosmetic
skin care preparations, made in
Austria.

NAME ON REQUEST

American firm seeks patents or
production rights to machinery
of mechanical or electro-me-
chanical nature suitable for
manufacture by large firm manu-
facturing mining and rock
crushing machinery.

NAME ON REQUEST

United Kingdom firm seeks
Canadian manufacturer to un-
dertake production of aluminum
metal deck chair adjustable to
sitting or reclining position, and
car seat operating on same principle.

Great Northern Overseas Corp.
225 Broadway
New York 7 N.Y.

Seeks agents in sale and distribu-
tion of Conolite, a decorated
plastic laminate. Offered under
new distribution arrangements •

NEW AIRSTRIP WILL ASSIST OPENING NORTH AIR TRANSPORT

Year-round air service to Fort Chipewyan has been established by Courier Flights Ltd. of Edmonton through the establishment of an all-weather landing strip immediately adjacent to the town. The new turf strip, 2500 feet long and 150 feet wide over sandy soil, is capable of handling loads of up to 3,000 pounds.

The new strip will serve the Helio Courier aircraft operated by Courier Flights Ltd., one of the few wheeled craft in the north. The new year-round air service comes into effect at the same time as the VHF phone service being instituted by the Alberta Government Telephones.

CITY OF RED DEER

Location: Township 38-27 W 4th Meridian in census Division No. 8. The City of Red Deer is located 93 miles north of the City of Calgary and 98 miles south of the City of Edmonton on Highway Number 2. Served by the C.N.R. and C.P.R.

Altitude: 2819 feet.

Temperature: Mean summer 54 degrees F.; mean winter 23 degrees F., and mean annual 36 degrees F.

Rainfall: Average annual rainfall 13.07 inches; annual average snowfall 39.30 inches and average annual total precipitation 17.00 inches.

Geology: Underlying rocks in the Red Deer district are shale and sandstone of fresh water origin. Called the Paskapoo Formation they have been given an early Tertiary Age which began fifty million years ago. Many of the hills and small elevations in the area consist of boulder clay and similar glacial deposits.

Soil: Red Deer is in the Black Soil Zone. Droughts are rare with annual precipitation between 17 and 19 inches.

History: The city began as a small trading post between Edmonton and Calgary in 1883. C.P.R. reached Red Deer in 1891. Incorporated as a village in 1894, Red Deer was accorded status as a city on March 13, 1913. The Village of North Red Deer first organized in 1911 was incorporated into the city on January 1, 1948.

Administration: The City is governed by a mayor elected for a two-year term and six aldermen, three elected each year for a two-year term. The city's affairs are administered by the mayor acting as City Commissioner and a full time Commissioner appointed by the council.

Law Enforcement: District Court House, District Court Judge, three resident police magistrates, one Justice of the Peace. Royal Canadian Mounted Police subdivision headquarters and local detachment. One sergeant, two corporals and fifteen constables police the city. Electrical and sanitary installations must conform with provincial regulations. Gas installation controlled by bylaw.

Fire Protection: A brigade consisting of a Chief, Deputy, three Captains, one Inspector, three Lieutenants and 18 full time Firemen. This brigade is further augmented by a fully trained volunteer brigade of 17 men. The brigade has at its disposal modern equipment to provide efficient fire protection.

Tax Structure: The mill rate in 1962 is 45 mills comprising Municipal 16, public and separate school 26 and hospital 3. Total assessment was \$25,408,735 made up of 100% assessed value of land and 60% value of improvements.

Areas: Area of city 8,280 acres; Streets and lanes 119.18 miles; public parks and playgrounds, 136 acres; formal parks, 11 acres. There is a con-



RED DEER
ALBERTA

tinued planned program of street and lane development to maintain the established high standards.

Sewer and Water Mains: A complete new sewer lagoon system with outfall is nearing completion. At present there are 15.66 miles of storm sewers; 46.89 miles of sanitary sewers and water mains totalling 51.44 miles.

Power: The city purchases power from Calgary Power Ltd. in bulk. Domestic service — First KWH, \$2.20; next 150 KWH, 3c KWH; over 170 KWH, 1½c per KWH. Discount, 10% on even half dollars.

Commercial service—Light only for business and industrial purposes, 50c per month per KVA of installed capacity. Energy charge is 6c per KWH for first 100 KWH per KVA of installation; next 50 KWH per KVA of installation, 3c per KWH. Alternative rates for installation over 5-KW and 20 KW.

Power rate — basic service charge 75c per KVA of installed capacity or \$1.00 per KVA of demand.

Special rates for specific large industrial plants will be quoted on request.

Water: A new plant installed in 1955 and designed to work in conjunction with the old system provides plant capacity of 4.3 million gallons per day. Water is processed from an intake at river centre to low-lift pump wells. During 1958 the city constructed a spheroid water tank with a capacity of half-a-million gallons. Beneath the tank is an underground reservoir with a capacity of 2½ million gallons.

Natural Gas: Supplied by Northwestern Utilities Limited under a franchise. General rate charge available to all customers is \$3.00 for the first 20 therms or less used each month. Additional therms used per month, 4.5c per therm.

Optional rate available on contract to customers whose annual consumption is more than 11,900 therms; fixed charge \$20.00 per month; plus commodity charge 2.7c per therm.

Optional High Load Factor contracts available to customers whose annual consumption is more than 100,000 therms and whose total consumption during the six meter reading periods ending in May, June, July, August, September and October is not less than 40% of annual total consumption; fixed charge \$20.00 per month plus 22c per month per therm of maximum 12-hour demand, plus commodity charge 1.7c per therm.

Other Fuels: L.P. gas is available in bulk at 14c per gallon and in 100 pound storage cylinders at \$6.00 each. Diesel fuel available at 19c per gallon winter grade and 17c per gallon summer grade. Coal available from Drumheller, Saunders, Blairmore and Ardley.

Local Resources: Wheat and coarse grains, pine, poplar, spruce and other soft woods, brick clay, dairy products, poultry, eggs, honey, horses, cattle, sheep, hogs, natural gas.

Government Offices and Services: Federal: Post Office, Department of Citizenship and Immigration, Department of Veteran's Affairs, Customs Office, Militia, R.C.M.P. sub-division and detachment, Department of Trade and Commerce, Department of Agriculture, Commonwealth Air Training Station at Penhold 9 miles south.

Provincial: Court House with resident District Court Judge, Sheriff and Clerk of Court, Provincial Training School for Retarded Children, Government Liquor Vendor, Treasury Branch, Resident Highway Engineer, Departments of Lands and Forests, Attorney General, Agriculture, Labour, Alberta Government Telephones.

Service Clubs: Kiwanis, Optimist, Rotary, Kinsmen, Lions, Canadian Legion, Chamber of Commerce, Quota, I.O.D.E., Business Professional Women's Club, Cosmopolitan.

Education: Grades 1 to 12 are offered. Eleven elementary schools. Two junior high schools. 81 classrooms with 2,621 students. Composite High School operated through the rural school division in co-operation with city school board.

Nazarene College offers Th. B., music, commercial training. St. Joseph's Convent fully accredited by Alberta Department of Education.

Cultural Activities: Red Deer Public Library offers 19,857 volumes. Red Deer Book Club, United Nations Club, Red Deer Choral Society, Celebrity Concert Society, Highland Dance Association, University of Alberta Alumni Association, Red Deer Dramatics Society.

Sports Facilities: Gun Club, Light Horse Association, Golf Club, Bowling, Swimming Club, Ski Club, Skating Club, Baseball, Curling, Hockey. Facilities include athletic field, artificial ice curling

and hockey rinks, swimming pool, gymnasium and auditorium.

Industrial Development: Northern Alberta Dairy Pool Condensery, processors of condensed milk, eggs, honey, poultry. C.P.R., C.N.R., Carling Breweries; Pioneer Electric, transformers; Smit Connors, diamond drills; Corbert Bros., auto electric; Union Milk Co., milk and butter processing; Canadian Brass Co. Ltd.; Chrysler Corporation of Canada Ltd. parts depot.

Trading Area: North 50 miles; West, 60 miles; South, 50 miles; East, 100 miles.

Population: Trading area, 140,000. City Population, 21,107.

Civic: City Hall with mayor, commissioners, treasurer, engineer, assessor, inspectors, welfare officer and recreation director.

Municipal: M.D. of Red Deer No. 55, Red Deer Public School Board, Red Deer School Division, Red Deer Health Unit, District Planning Commission.

Health Services: Red Deer Municipal Hospital is equipped with 104 beds and 30 bassinets. Public ward rates for residents, \$1.80 per day; non-residents, \$13.00 per day. Provincial Training School with 820 beds and Deer Home Mental Hospital with 840 beds, operated by the Alberta Government. Senior Citizens Homes supported by Kiwanis and other service clubs.

There are 20 physicians, 8 dentists, 2 chiropractors, 2 veterinary surgeons, 1 physiotherapist, 3 optometrists, 5 drug stores, 1 optician, 1 pediatrician.

Transportation: C.N.R. and C.P.R. rail lines. Dench of Canada branch office, Greyhound Bus Lines, Sorenson Bus Lines, Cardinal Bus Lines, 3 taxi stands. Airstrip for light planes.

Communications: Red Deer Advocate daily newspaper, Radio Station CKRD, Television Station CHCA, Canadian National and Canadian Pacific Telegraphs, Alberta Government Telephones.

Financial Facilities: Bank of Montreal, Bank of Nova Scotia, Canadian Imperial Bank of Commerce, Royal Bank of Canada, Toronto-Dominion Bank, Treasury Branch, Credit Union.

Hotels: Buffalo, Park, Arlington, Valley, Windsor, Waskasoo, Phelan, Capri.

Motels: Blue Jay, Blue Pine, Cardinal, Cozy Pine, Hill and Red Deer Auto Court.

Churches: Canadian Nazarene College, Anglican, Roman Catholic, Baptist, Latter Day Saints, Pentecostal, United, Presbyterian, Lutheran, Church of God, Dutch Reformed, Salvation Army, Missionary Alliance Tabernacle.

For further information about Red Deer write

SECRETARY-TREASURER
CITY OF RED DEER
RED DEER, ALBERTA

or

R. MARTLAND
Director of Industrial Development
Department of Industry and Development
502 Administration Building
Edmonton, Alberta.